

**SOUTHWEST CHRONIC DISEASE SUPPORT**

**POLICY**

Approved by: Board of Directors Policy No: 2-1

November2019/January 2020

**Communications Committee Policy**

The communications Committee is responsible for designing and distributing information and promotional materials for members and the public in an accurate manner and maintaining and managing social media accounts and the website. The Communications Committee will use some or all of the following, depending on the task at hand.

1. External Publications – will be used to advertise upcoming fundraisers and to publish post-event thanks and sponsorship incentives as per the Sponsorship program guidelines. Media releases may be made as needed with Board approval.

Shaunavon Standard/Your Daily Fix

Advance southwest

Swift Current on line

Eastend Echo

Other distributions as required per event location and distribution

1. Radio – used to advertise upcoming fundraisers on “Community Calendar” as long as it remains free to do so. Airtime for additional advertising may be purchased as per Board approval.

CJSN

1. The internet – used to advertise upcoming fundraisers and to publish general post-event thanks and Sponsorship incentives as per the Sponsorship Program guidelines as well as for other specialized purposes.

Social Media –Facebook – Public group. The Communications Chair, Secretary and Board Chair will administer the group. The Communications Chair, Secretary, Chairperson and any individual appointed by the Board to provide communications support will have authorization to make posts. Will be used to post event centered and sponsorship content as well as general information re: funds raised and disbursed. Specific information related to individual applicants will not be posted.

1. Email – THE SWCDS Inc Gmail account connects to all accounts except the Facebook page. The gmail account links to the account that administers the DNS (domain name system) which is also our internal email host; it is also the administrative account from the website. It will be monitored by the Secretary.
2. SWCDS website – Functions as a repository for additional information regarding the organization, news releases, and external resources for the public as well as a place to display/link our sponsorship partners as per the Sponsorship Incentives. All information will be curated by the Communication Committee but must be approved by the appropriate committee /board approval before it goes live on the website, Meeting minutes and Board policy will be posted in this location as PDF files once they are accepted and then edited to remove any sensitive information they may contain. THE website may be used in future to conduct on line donations or other transactions via Pay Pal as the organization grows.